

VISUAL LITERACY – Exam guide

Part 1: Analyzing and Applying Design Principles (40 points)

1. Locate your first homework response: “to reformat the text-based Visual Literacy syllabus to include appropriate non-print elements to assist in clear communication.” Now that we’ve spent a semester considering the deliberate effects of assorted visual choices, look back and evaluate the choices you made then. Did you choose deliberate non-print elements, proximity, alignment, contrast, repetition, typeface choice, color, and word choice to best communicate the ideas of the course?
2. Construct a revised syllabus that uses the knowledge you’ve gained in visual design to correct any problems with clear communication from the first version. The final version should be no more than one 8.5”x11” page; while you may eliminate words from my original text, all of the fundamental information should be conveyed in some way.
3. Write a 500+ word essay reflecting on the effectiveness of your original version as well as on deliberate changes you made in the revised version to better communicate a clear idea of what this course offers to the prospective student.

Complete this work OUTSIDE OF CLASS TIME.

Rubric for Essay portion:

Original Thinking:

- Analyzes visual choices of original and revised versions in a significant, not superficial, way using appropriate terminology
- Provides clear, thoughtful reflection evaluating effectiveness of choices

Support, Details, and Evidence:

- Uses sufficient references to specific choices made in original and revised efforts to support ideas
- Essay is of sufficient length (500+ words) to develop ideas completely
- Includes original and revised versions of syllabus along with essay

Organization and Clarity:

- Demonstrates structural unity (intro/body/conclusion, topic sentences, transitions)
- Demonstrates grammatical and mechanical accuracy; errors do not obscure meaning

Grading:	A	Work surpasses some/all criteria, demonstrates superior thoughtfulness
	B	Work capably meets all criteria
	C	Work meets some of the criteria
	D/F	Criteria has not been met

Part 2: Visual Text Analysis Application (60 points)

This section will ask you to apply knowledge of the following design terminology to new images presented (photos, editorial cartoons, sequential art, film clips, advertisements, maps). If you have ANY questions about what these terms mean or how you could demonstrate knowledge of meanings through reference to a visual text, ASK!

Focus

Alignment

Contrast

Repetition

Proximity

Balance

Description

Narration

Point of view

Proportion

Historical context

Diction choice

Color choice

Typeface choice

Closure (in sequential art)

Framing of shot (long shot, medium shot, close-up)

Angle of shot (low angle, eye-level, high angle, canted)

Diegetic/non-diegetic sound

Scale (large scale vs. small scale)

Map legend

Map projection

Linear cartogram

Area cartogram (demographic base map)

Selection

Simplification

Displacement

Smoothing

Enhancement